

# ORDER



**Orders**  
**Order / Rev:** 575757  
**Alt Order #:**  
**Product Desc:** Commissioner District 5  
**Estimate:**  
**Flight Dates:** 07/13/20 - 08/09/20  
**Original Date / Rev:** 07/31/20 / 07/31/20  
**Order Type:** GENERAL

**WSBS**  
**Primary AE:** Victor Guzman  
**Sales Office:** MLOC  
**Sales Region:** Local

**Agency Name:** Edge Communications  
**Buying Contact:** Christian Ulvert  
**Billing Contact:**  
 2929 SW 3rd Ave, Suite 220  
 Miami, FL 33129

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Eileen Higgins Campaign  
**Demographic:** A18-49  
**Product Codes:** PL1 - Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/29/20	07/26/20	34	\$11,600.00	\$9,860.00
07/27/20	08/09/20	51	\$17,400.00	\$14,790.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	34	\$11,600.00	\$9,860.00	0.00
August 2020	51	\$17,400.00	\$14,790.00	0.00
<b>Totals</b>	<b>85</b>	<b>\$29,000.00</b>	<b>\$24,650.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Victor Guzman	MLOC	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	22	07/13/20	08/09/20	5P-6P M-F Mega Noticiero	CM	5P-6P	22222--	:30	10	\$125.00	P-3	0.00	NM	50	\$6,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	22222--		10				\$125.00		0.00			
		Week: 07/20/20	07/26/20	22222--		10				\$125.00		0.00			
		Week: 07/27/20	08/02/20	44444--		20				\$125.00		0.00			
		Week: 08/03/20	08/09/20	22222--		10				\$125.00		0.00			
N 2	22	07/13/20	08/09/20	8P-9P Ahora con Oscar Haza	CM	8P-9P	11111--	:30	5	\$850.00	P-3	0.00	NM	25	\$21,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	11111--		5				\$850.00		0.00			
		Week: 07/20/20	07/26/20	11111--		5				\$850.00		0.00			
		Week: 07/27/20	08/02/20	22222--		10				\$850.00		0.00			
		Week: 08/03/20	08/09/20	11111--		5				\$850.00		0.00			
N 3	22	07/13/20	08/09/20	8P-9P Sun Mega Especiales	CM	8P-9P	-----2	:30	2	\$150.00	P-3	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	-----2		2				\$150.00		0.00			
		Week: 07/20/20	07/26/20	-----2		2				\$150.00		0.00			
		Week: 07/27/20	08/02/20	-----4		4				\$150.00		0.00			
		Week: 08/03/20	08/09/20	-----2		2				\$150.00		0.00			

Order / Rev: 575757  
 Alt Order #: \_\_\_\_\_  
 Flight Dates: 07/13/20 - 08/09/20

Advertiser: Eileen Higgins Campaign  
 Product Desc: Commissioner District 5  
 Estimate: \_\_\_\_\_

**WSBS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
													Totals	85	\$29,000.00

## Diana Flores (Mega TV)

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**From:** Victor Guzman (Miami)  
**Sent:** Friday, July 31, 2020 10:09 AM  
**To:** Diana Flores (Mega TV)  
**Cc:** Martina Bolano (Mega Tv)  
**Subject:** FW: Higgins Extension  
**Attachments:** Eileen Higgins Extension Order 7-31-2020.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi Diana,

Happy Friday!!!! Attached is the Eileen Higgins Extension. No need for NAB form same contract & spot will run. Back-up is in body of email below. If you have any questions please let me know?

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**From:** Christian Ulvert [<mailto:christian.ulvert@gmail.com>]  
**Sent:** Friday, July 31, 2020 9:52 AM  
**To:** Victor Guzman (Miami) <[vguzman@sbsmiami.com](mailto:vguzman@sbsmiami.com)>  
**Subject:** Higgins Extension

Victor, see below extension order. If all looks good I can pay online first thing tomorrow morning.  
Total: \$5,800 gross, \$4930 net.

Same spot will run.

WSBS	8/3/20	8/7/20	5.00PM	6.00PM	30	MON-FRI	10	2	2	2	2	2	\$125	10	\$1,250.00	
WSBS			8.00PM	9.00PM	30	MON-FRI	5	1	1	1	1	1	\$850	5	\$4,250.00	
WSBS	8/9/20	8/9/20	8.00PM	9.00PM	30	SUN	2						2	\$150	2	\$300.00

**Christian Ulvert**  
**President**  
**EDGE Communications**  
**2929 SW 3rd Avenue**

Suite 220  
Miami, FL 33129  
(786) 762-4990 ofc  
(305) 336-3631 cell  
[christian.ulvert@gmail.com](mailto:christian.ulvert@gmail.com)

***Victor Guzman***

National Sales Manager for Puerto Rico & SR. Account Executive  
SBS Miami Radio  
WXDJ-FM EL ZOL 106.7 • WCMQ-FM ZETA 92.3 • WRMA-FM RITMO 95.7

O: 786-394-9275 | M: 786-597-2954 | F: 305-883-1569

If I am not available please contact my sales assistant:

Betziris-Forty-Vazquez [BFvazquez@sbsmiami.com](mailto:BFvazquez@sbsmiami.com)

Local Radio Sales Assistant

786.394.9099 Direct



# CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Christian Ulvert, hereby request station time as follows:

**IDENTIFY CANDIDATE TYPE**

- FEDERAL CANDIDATE  
 STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Eileen Higgins

Authorized committee:

Eileen Higgins for Miami-Dade County Commission District 5

Agency requesting time (and contact information):

N/A EDGE Communciations

Candidate's political party:

N/A

Office sought (no acronyms or abbreviations):

Miami-Dade County Commission District 5

Date of election:

08/18/2020

General

Primary

Treasurer of candidate's authorized committee:

Maria Kuhn

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

Candidate/Committee/Agency	Station Representative
Signature:	Signature: Victor Guzman
Name: Christian Ulvert	Name: Victor Guzman
Date of Request to Purchase Ad Time: 7/9/20	Date of Station Agreement to Sell Time: 7/10/2020